

Title: Performance Management and Optimization Suggestions for
Garment Enterprises in Laos (A Garment Company)

By: MENG XIA **Identification** 64BB987020

Degree: Master of Business Administration

Major: Management

Academic Year: 2022

ABSTRACT

The rapid development of Thailand's textile industry drives the number and scale of garment companies, in Laos A clothing company is a traditional labor-intensive company, but its creation is a short time, the management level is low, the performance appraisal index is not reasonable, failed to establish the applicability of performance management system, is still in the continuation to use the low-cost labor to profit management mode. Due to the change in employees' professional attitude, such enterprises have lost their temptation to employees due to their own development space, working conditions, and other factors, and the development of the enterprise has therefore been hindered. The satisfaction of employees with the operation of the enterprise is constantly decreasing, and the turnover rate of employees is also increasing. Therefore, it is necessary to analyze the problem of the performance evaluation system of A clothing enterprise and improve it.

This article selects A clothing company as the main research object, analyzes the whole process of its performance evaluation system in detail, and conducts in-depth research and analysis on each link of the existing performance evaluation system. At the same time, the author has improved the performance management system of A clothing company according to these problems, which has played a certain reference role in the implementation and improvement of the performance management system of other companies.

Keywords: clothing enterprises; Performance management; Management policy

